

Black Friday - UK - January 2018

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“Black Friday has continued to grow and is now undeniably a firm fixture in the retail calendar. But despite growing numbers of retailers and shoppers taking part in the event, there is a palpable and growing sense of disillusionment among consumers. In the years ahead, retailers and brands will need to be much more creative in how they use the event to drive genuine engagement.”

– **Thomas Slide, Retail Analyst**

This report looks at the following areas:

- **Growth and disillusionment – Where next for Black Friday?**
- **Different strategies for making the most of Black Friday**
- **Black Friday and Christmas, a complex relationship**

Black Friday has continued to grow, with spending around the event estimated to have risen in 2017, it is now a firmly established event in the UK retail calendar. In 2017, more retailers opted to take part, including some such as Next which had strongly objected to the event in the past, and it was spread over a longer period in an attempt to maximise sales and reduce the burden on logistical capabilities.

There was also a broader range of promotional strategies in action as retailers sought new ways to stand out from the pack. The consequence of this was that more people than ever before were exposed to the promotions.

But there are increasing signs of promotion fatigue setting in, with many Black Friday shoppers finding themselves disappointed by the offers available, while many consumers feel they have lost trust in retailers' ability to be fair and honest with their pricing.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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